I think BPL is a fantastic idea and fully support its nation-wide implementation!! It gives consumers yet another choice in broadband service. This will force the monopoly phone and cable companies to offer a better product at a more competitive price! As it stands now, I feel my local phone company is not providing a good product at a reasonable price, but my only other choice is broadband over cable (which isn't any better). I will subscribe to BPL as soon as my Electric Company offers it!!!